

ZACH PUGHE-SANFORD

Philadelphia, PA - zachapughesanford@gmail.com - zachpughesanford.com

Marketing Consultant | Video Editor

Film Marketing Consultant, Video Editor and passionate cinephile with extraordinary multitasking abilities, a collaborative nature and unwavering integrity. Increased profits for theatrical and digital film sales in 2024 through print advertising, grassroots outreach, teasers, trailers and social media marketing.

WORK EXPERIENCE

Marketing Consultant

Philadelphia, PA - 07/2024 - Present

Manager - Full-time

- Increase theatrical & digital sales for independent films and boutique distributors through targeted social media ad campaigns, community engagement, outreach and collaboration with relevant non-profits and businesses.
- Create stylized, concise and digestible teasers, trailers, digital media, graphics and written copy for marketing across social, digital, broadcast and theatrical platforms.
- Analyze advertising data, generate detailed KPI reports, track conversions, leads and present all marketing results to partners, stakeholders and investors.

Silent Crow Arts

Hackensack, NJ - 04/2021 - 06/2024

Production Coordinator - Full-time

- Supported production manager with all logistics, operations & planning to produce the popular network TV show Barnwood Builders. Improved equipment organization and production workflows, managed equipment rentals, vendors, group bookings and all travel coordination.
- Collaborated with the camera department on a joint project to upgrade the show's DIT operation, authored an in-depth proposal for upgrading to a Thunderbolt 3 workflow.
- Facilitated interdepartmental collaboration on set, implemented creative solutions to various time-sensitive issues. Managed crew of 15 people across multiple departments, locations and schedules to finish daily shoots on time and within budget.

Juno Films

Princeton, NJ - 03/2019 - 03/2021

Marketing Manager - Contractor

- Improved website visitor retention, social post click-through rates and company awareness through targeted ads on digital platforms and social media, visually engaging graphics, short teasers and email campaigns.
- Developed and maintained partnerships with distributors, festival programmers, filmmakers and non-profits across the country and internationally. Managed multi-company conference video calls, pitched marketing campaign ideas to producers and stakeholders.
- Created over 50 highly organized spreadsheets to track subscriber demographics, audience breakdowns, theatrical market analysis, digital file specifications, international film distribution rights and social media calendars.

Sherpa Productions

New York City, NY - 10/2018 - 02/2019

Assistant Editor - Contractor

- Created short sizzle trailers, cut-downs and vertical teasers for the 2019 WeWork Creator Awards. Ingested footage, conformed audio and pulled selects in accordance with the editors specifications and directors' requests.
- Initiated folder structure redesign to improve organization and editing speed; delivered exports of 10-20 files daily to meet deadlines in a fast-paced environment that required around-the-clock response to ensure success.
- Collaborated with a 5 person editorial team to develop workflows, review creative briefs, brainstorm ideas, write paper cuts, critique each other's work and solve issues creatively and quickly.

Bond360**New York City, NY - 06/2017 - 09/2018****Digital Asset Manager - Contractor**

- Supervised film asset ingestion to delivery pipeline; tracked file delivery, ensured specifications were met, oversaw internal file organization, initiated and maintained third-party vendor contracts for streaming platform delivery.
- Managed multiple projects across varying timelines, collaborated with internal departments and external teams to source assets, provide marketing materials, fulfill press requirements, screening requests and maintain website updates.
- Designed and sourced image and video assets for the company's websites, newsletters and social media accounts. Organized more than 50 spreadsheets tracking company catalog metadata, international rights, press materials, theatrical and educational screenings.

Kino Lorber**New York City, NY - 04/2015 - 05/2017****Marketing Manager / Digital Delivery Assistant - Full-time**

- Built newsletter layout and design template for the Alive Mind Cinema label from the ground up; wrote all the editorial copy, created graphics and short trailers. Led audience growth through targeted ads in magazines, digital publications and social media influencer accounts.
- Managed internal DVD and Blu-ray disc production for all press and educational screening requests; created exhibition-ready discs, designed and printed labels and covers, oversaw shipment tracking and handled all customer questions and needs.
- Published trailers to film pages, delivered exclusive clips and unique editorial copy to press outlets in conjunction with the marketing and theatrical departments; fulfilled 5-10 educational screening requests through email and over the phone daily.

Seftel Productions**New York City, NY - 10/2014 - 03/2015****Post Production Assistant - Part-time**

- Setup and organized all active projects; ingested and transcoded footage, conformed audio, created caption files, created multitrack stringout sequences and pulled selects, coordinated all nightly file exports and internal team notes on each cut for the editor to review.
- Streamlined organization of over 300 hard drives containing all of the company's archived projects, developed new system for storing cameras and lighting equipment, packed equipment for company shoots and handled returns and L&D.

Bushwick Film Festival**New York City, NY - 10/2014 - 03/2015****Festival Coordinator - Part-time**

- Oversaw all digital video ingestion, A/V workflow for exhibition screenings, and all event video, photo and audio recordings during the 2014 Festival. Managed a 3-person team and collaborated with over 10 freelance artists to accomplish it.
- Maintained organization of over 20 hard drives and 200 accepted films; edited the 2014 Official Festival Trailer, recorded and edited the Opening Night recap video, supervised post-film Q+A and panel recordings.

SKILLS

Adobe Creative Suite, After Effects, Campaign Management, Canva, Communication, Comscore, Constant Contact, Content Creation, Copywriting, Davinci Resolve, Digital Asset Management, Digital Content Delivery, Digital Marketing, Dropbox, Email Marketing, Excel, Film Marketing, Google Workspace, Graphic Design, Invoice Processing, Mailchimp, Media Composer, Media Management, Microsoft Office, Motion Graphics, Narrative Editing, Photoshop, Premiere Pro, Problem Solving, Project Management, Social Media Content, Social Media Management, Social Media Marketing, Video Editing, Videography, Video Production

EDUCATION**University of Vermont**

Bachelors in Film & Television Studies - GPA: 3.7

Burlington, VT - 09/2010 - 05/2014